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News Release

FOR IMMEDIATE RELEASE
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The Cleveland Museum of Art Ignites its Carnevale Series on July 11 with Sierra Maestra's Energizing Cuban Music

"Another classic reminder of Cuba's remarkable musical history…all performed with passion, enthusiasm, and enormous energy." – The Guardian (UK)

CLEVELAND (June 16, 2003) – The Cleveland Museum of Art (CMA) continues its 2003 Carnevale Series with the invigorating performance of **Sierra Maestra's** Cuban *son* line-up on Friday, July 11 at 7:30 in Gartner Auditorium.

A limited number of tickets are available for $22 and $19, CMA members $19 and $17, by calling (216) 421-7350 or 1-888-CMA-0033 or buying online at www.clevelandart.org.

Founded by Juan De Marcos Gonzales, the musical mastermind behind the Buena Vista Social Club and the Afro-Cuban All Stars, the nine-piece, explosive ensemble from Havana is celebrating its 25th anniversary with a new album, "*Rumbero Soy*," and a global tour, including a one-night performance in Cleveland at the CMA. Having recorded 14 albums, the group has played a significant role in developing an increased awareness of Cuban music.

Named after the mountain area that is both the birthplace of *son* and also where Castro and Guevara sparked their revolution, Sierra Maestra was founded in 1976 at the University of Havana where all of the group members studied together. Their slightly augmented interpretation of the popular son style of music of the 1920s has been fundamental in the worldwide interest of Cuban music. *Son* is a traditional Cuban 1920s/30s instrumental style that features a variety of instruments including *tres*, guitar, trumpet, bongo, *güiro* and vocals. Sierra Maestra were pioneers in reviving this old-style Cuban music into the modern era.

Sierra Maestra quickly became popular through playing the annual festivals at the universities around the island of Cuba. They won the first prize in each of their first three years of participation, 1976, 1977 and 1978 and were also appearing regularly on national TV. In 2000, the group starred in the feature film, *"Salsa!"* and also provided the soundtrack for the movie

(more)

The next concert in the Carnevale series will be *Fado*: *The Passion Songs of Portugal* performed by Mariza, on Friday July 25 at 7:30. Her 2002 debut album achieved Gold status in her native Portugal where she has been proclaimed the "Best Fado Voice." Mariza was recently awarded the BBC Radio World Music Award for best European vocalist.

The Cleveland Museum of Art is one of America's leading comprehensive museums. Its permanent collection is world renowned for its quality and breadth, spanning 6,000 years. The museum is a significant international forum for exhibitions, scholarship and art acquisitions. For more information on the museum, its holdings, programs, services and events, call 1-888-CMA-0033 or visit www.ClevelandArt.org.

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